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Fashion drives juvenile products
Housewares: Clocks keep ticking

Chain Store Age

GENERAL MERCHANDISE TRENDS NOVEMBER 1986

THE SUN KING

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OF CATALOG SHOWROOMS

TWO DOLLARS PER ISSUE

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CHAIN STORE AGE General Merchandise Trends (ISSN 0885-050X) is published monthly by Lebhar-Friedman Inc., 425 Park Ave., New York, N.Y. 10022, and is distributed free-of-charge to qualified retailers and wholesalers. Non-qualified retailers, manufacturers, schools, libraries and all others, $25 a year; Canada $27 (U.S. $) a year. Foreign subscriptions: Airmail only, $125 a year. Single copy rate $2. Second Class postage paid at New York, N.Y., and at additional mailing offices. Vol. 62, No. 11. Copyright © 1986 by Lebhar-Friedman Inc. All rights reserved.
ALL CORRESPONDENCE should be addressed to Executive Offices, Chain Store Age General Merchandise Trends, 425 Park Ave., New York, N.Y. 10022. For a change of address, six weeks notice to Circulation Fulfillment Director, 305 Madison Ave., Suite 535, New York, N.Y. 10164-0659, is requested. Give old and new address and zip code. If possible enclose address portion from cover on previous issue. Postmaster: Please send address changes to *Chain Store Age*, General Merchandise Trends, Subscription Dept., 305 Madison Ave., Suite 535, New York, N.Y. 10165-0079. Member Audit Bureau of Circulations, Second Class Mail Publications Inc., and Magazine Publishers Association.
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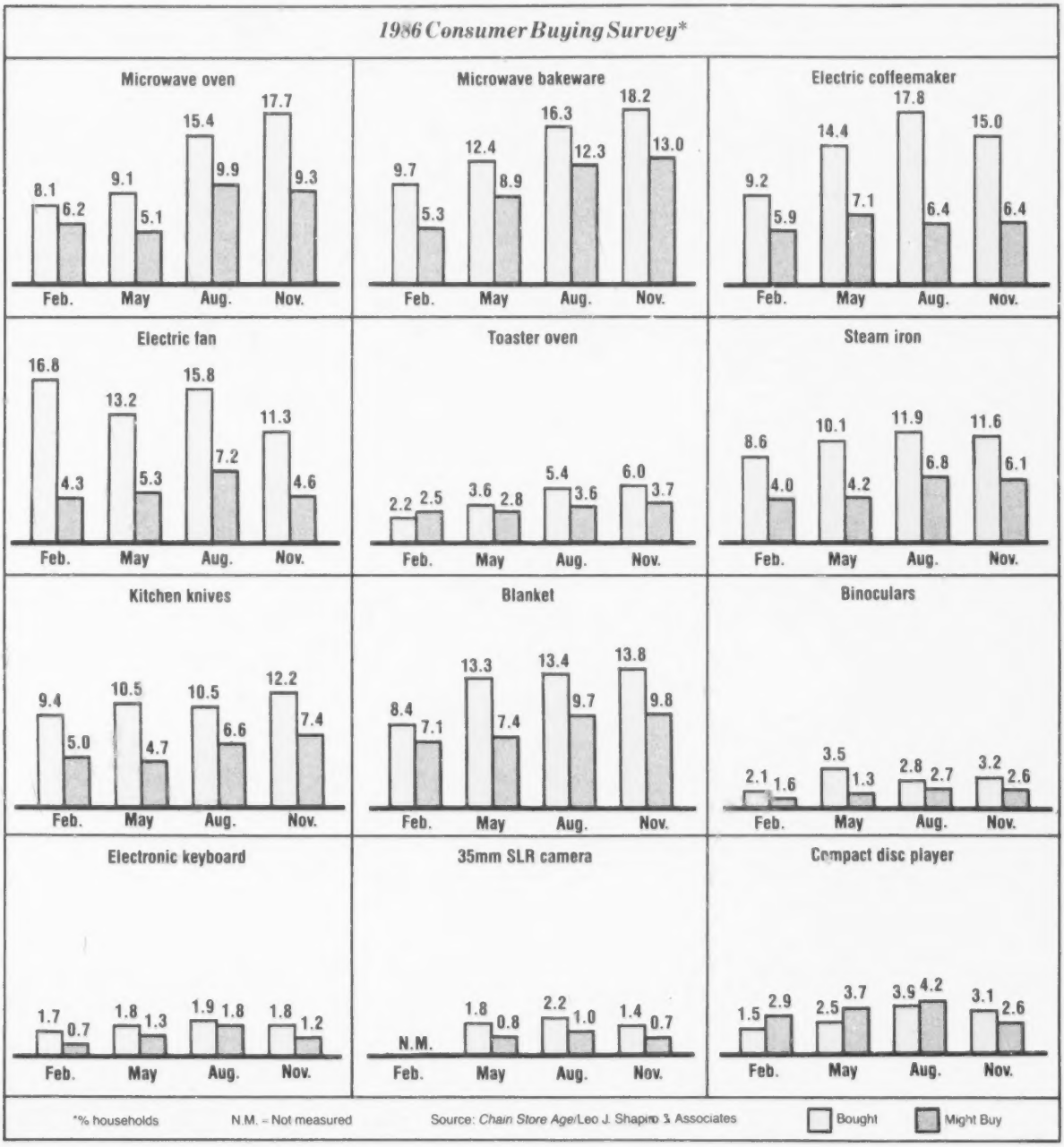
Holiday spending should be strong

Compact disc players hit a sour note in the latest *Chain Store Age* MarkeTrends poll. For the first time in the two years that *CSA* has been tracking the category, the number of households which say they expect to buy a CD player is below the number which report that they already bought one this year.

While buying intentions in the survey usually run below actual purchases (often by as much as one-half), the most recent readings for digital audio disc players suggest that the CD's meteoric two-year growth path has finally leveled off. If consumers hold true to their buying plans, sales of CD players in 1987 will increase by only 4%-5%.

The first hints of trouble for retailers came in late summer, when a number of possibly over-inventoried electronics specialists began promoting some compact disc players at as little as $89 and $99. If a glut indeed has developed, it could prove a boon for customers, but at the expense of retailer profits.

Though the outlook for compact disc players might prove less rosey than originally thought, consumers in the *CSA* MarkeTrends poll are going into the holiday selling season with some pretty hefty shopping


1986 Consumer Buying Survey*
Microwave oven
8.1 6.2 9.1 5.1 15.4 9.9 17.7 9.3
Microwave bakeware
9.7 5.3 12.4 8.9 16.3 12.3 18.2 13.0
Electric coffeemaker
9.2 5.9 14.4 7.1 17.8 6.4 15.0 6.4
Electric fan
16.8 4.3 13.2 5.3 15.8 7.2 11.3 4.6
Toaster oven
2.2 2.5 3.6 2.8 5.4 3.6 6.0 3.7
Steam iron
8.6 4.0 10.1 4.2 11.9 6.8 11.6 6.1
Kitchen knives
9.4 5.0 10.5 4.7 10.5 6.6 12.2 7.4
Blanket
8.4 7.1 13.3 7.4 13.4 9.7 13.8 9.8
Binoculars
2.1 1.6 3.5 1.3 2.8 2.7 3.2 2.6
Electronic keyboard
1.7 0.7 1.8 1.3 1.9 1.8 1.8 1.2
35mm SLR camera
N.M. 1.8 0.8 2.2 1.0 1.4 0.7
Compact disc player
1.5 2.9 2.5 3.7 3.9 4.2 3.1 2.6
Feb. May Aug. Nov.
*% households
N.M. = Not measured
Source: Chain Store Age/Leo J. Shapiro & Associates
Bought
Might Buy

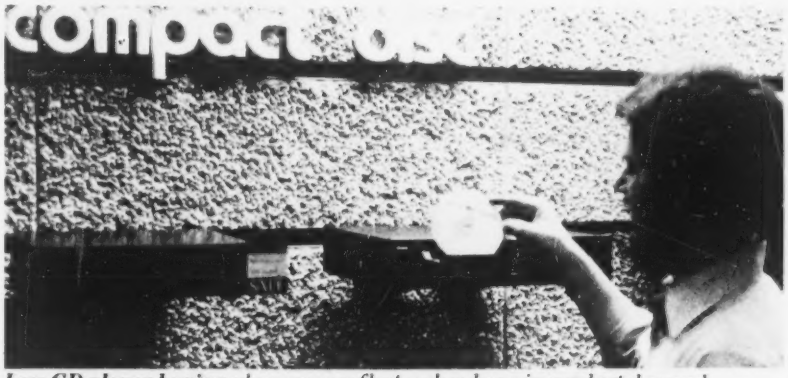
lists.

Compared to a year ago, the number of households which report that they expect to buy a microwave oven is running 60% ahead of 1985 totals. Microwave bakeware is recording consumer interest levels 124% above last year's figures.

Even though most consumers in the *CSA* MarkeTrends survey view the microwave as a device simply for applying quick heat to food, and not as a major piece of cooking equipment, the poll reveals that customers do not want stripped-down models.

Second-time buyers especially are shopping for feature-laden ovens. The combination of high customer buying plans and high feature expectations holds the potential for making microwaves a good Christmas profit center.

Also showing strength going into the final quarter are electric coffeemakers (up 68% over last November's customer buying plans), toaster ovens (+54%), steam irons (+97%), and kitchen knives and cutlery (+118%). Among housewares products tracked in the current poll, only electric fans, are recording a decrease from last year's figures, down 6%.



***Low CD player buying** plans may reflect a slowdown in product demand.*

Despite the phenomenal success of autofocusing 35mm SLRs in the last year, the latest *CSA* MarkeTrends poll once again indicates that the popular feature is not growing the market for SLRs themselves.

However, Minolta, which was the first to introduce an autofocus SLR, is building on its Maxxum success with binoculars, another growing category. Maxxum has raised Minolta's consumer awareness, and retail buyers report that customers are now requesting other Minolta products,including binoculars.□

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DISCOUNTERS GROWING IN MARKET SHARE OF VCR'S

Consumers are shifting buying intentions to the discount store. Shoppers expect to pay less without sacrificing quality and features.

Who makes the best VCRs? If measured by unit sales, the winners are Panasonic, RCA, Sony, Sharp and Zenith. According to an exclusive *Chain Store Age* MarkeTrends study, the top five brands account for about half (49.1%) of all video cassette recorders in American homes. Currently, 38% of households report that they own a VCR, and of those, 2% say they have more than one.

But if customer satisfaction is judged by the number of consumers who say they would buy the same brand the next time out, a wholly different list emerges.

Among the best selling brands—which also include Sears, G.E., JVC, Quasar, Fisher and Toshiba—customers report the greatest satisfaction with Toshiba, a brand which so far has garnered only a miniscule market share. Following are Panasonic, RCA, JVC and Quasar.

Customers show the least brand loyalty to Sharp, Fisher and Sears, according to the poll.

Bad word of mouth—if indeed it occurs—could bring some trouble both for Sears and Sharp. Sears holds sixth place in the number of VCRs already sold, but falls to a tie for ninth as the brand choice among all consumers contemplating a purchase. Sharp falls from fourth to sixth. Fisher emerges unscathed and actually jumps in market share from 10th to a strong third.

Already, Sears has taken some steps to limit its potential losses, and the *CSA* MarkeTrends poll gives a good indication as to why. Earlier this year, it began adding RCA video cassette recorders to its home electronics department, and now Sears will begin selling Goldstar VCRs. Goldstar is the source for Sears private label black-and-white televisions.

The features customers want

	Current VCRs	Future VCRs
Auto rewind	77.1%	70.3%
High-speed forward or reverse	89.9	69.0
Wireless remote	65.5	67.8
One-touch record	65.0	67.4
Cable compatible	80.9	66.7
Special effects	76.3	52.7
Stereo	39.9	60.1
Four video heads	47.6	52.7

Base: (Current VCRs) All who own a VCR; (Future VCRs) all who report some chance they will buy a VCR.
Source: *Chain Store Age*/Leo J. Shapiro & Associates

Any steps Sears is taking are probably in anticipation of future problems, and not in response to any current troubles. During the last year, Sears has been holding on to its approximate 10% unit share of the VCR market, according to the study.

Discount stores, meanwhile, have upped their share. In the poll, 10.3% of households that bought a VCR within the last year report that they bought at a discount outlet. This compares to the 6.1% who purchased at a discount store two or more years ago.

At the same time, catalog showrooms have watched their market share drop from 8.2% of unit sales two or more years ago, to 2.3% in the last year, according to the poll. Department stores have scored a similar loss, falling from 16.3% to 11.4%. The electronics specialists, meanwhile, have maintained their 45.7% share.

On the average, customers paid $513 for video cassette recorders at the specialty stores, suggesting

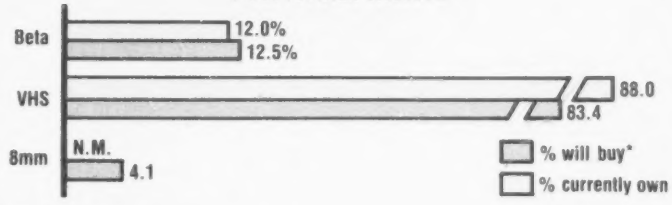
A future for Beta, 8mm?

Beta is dead, and 8mm is stillborn, or so goes the conventional wisdom. But according to the latest *Chain Store Age* MarkeTrends poll, there is still some life in Beta, and 8mm is looking as if it will find a niche in the VCR marketplace.

In the most recent *CSA* MarkeTrends survey, 12.5% of households report that their next video cassette recorder will use the Beta format. Another 4.1% say they expect to buy an 8mm system, while the majority, or 83.4%, plan on purchasing VHS.

Though VHS still holds a commanding lead, the study's results indicate a stronger than expected staying power for Beta, and surprising strength for the fledgling 8mm format. The number of households which expect to buy Beta is equal to the market share (12%) that the format has already achieved.

VCR format choices



N.M. – No mention
*Base: All who are interested in a new VCR. Source: *Chain Store Age* Leo J. Shapiro & Associates

The new 8mm format seems to be pulling its share of market away from VHS, and is not simply replacing Beta in the customer's mind. In the study, 88% of households already own VHS, but a slightly smaller 83.4% say they expect to buy a VHS recorder. The difference—4.6%—is almost exactly equal to the 4.1% share 8mm will pull in future purchases, according to the survey.

that the specialists are skimming off the cream of the market. The average price paid at discount stores, and at both Sears and Penney, was $383, according to the survey. Department store shoppers report paying $418.

For their money, customers have been getting some highly featured machines. Almost 9 out of 10 report that their VCR has high-speed forward or reverse, 80.9% have cable-compatible products, and 77.1% report they have auto-rewind.

Other common features include: special effects (76.3%), wireless remote control (65.5%) and one-touch recording (65.0%). Nearly 2 out of 5 say that their video cassette recorder is stereo.

Stereo, not to mention inflation due to the Japanese yen, could lead to higher price expectations in the future. In the survey, only 39.9% say that their current VCR has stereo, while 60.1% of the whole sample, and 79.8% of current video cassette recorder owners, report that they expect to buy a stereo VCR the next time out.

On the whole, customers expect to pay $458 for their next VCR. This represents a 2.5% gain from the average $447 respondents in the *CSA* MarkeTrends poll say that they paid for their last VCR. However, the market for video cassette recorders is beginning to segment in several directions.

Discount store shoppers expect to pay only $360 for their next VCR, a 6.4% drop from what the discount customer paid the last time out. Meanwhile, specialty outlet, department store and both Sears and Penney customers think that they will spend significantly more for their next video cassette recorder.

Electronics specialty store customers say that they will pay an average $524 the next time they buy a VCR, compared to the $513 they spent the last time. The Sears and Penney shopper expects to pay $456, a 16% gain over what those customers paid before. Department store customers say they will spend an average $474, a 13% increase, according to the survey.

Put simply, the market for VCRs looks as if it is dividing into two segments: discount stores and everybody else. The division of the marketplace, however, does not seem to mean that discount store shoppers are looking for stripped down VCRs.

In the past, the discount store shopper was more willing to give up some features to get a good price, according to the study. The discount customer is less likely to have a VCR with wireless remote control, stereo, or high speed forward or reverse.

For the customer who expects to buy a VCR at a discount outlet in the future, however, the *CSA* MarkeTrends poll shows that the low price customer now wants it all. In fact, about 9 out of 10 of those who say they bought their last VCR at a discount store, now report that they want every feature listed in the study. □

***Discount shoppers used to** settle for fewer features; not anymore*

STRIKING IT BIG WITH WOOD-CASED

CLOCKS

Wood cased clocks, at one time "promoted to death," may be ready for a strong revival as consumers indicate strong buying intentions.

Clocks are becoming a consumable item. Consumers have displayed an appetite for low-priced models that can be replaced at whim.

That is all the more reason to find out what shoppers want and spur those multiple sales. According to recent *Chain Store Age* MarkeTrends research, some surprises are ticking away in the newly fashionable clock market.

Buying intention is high. Nearly one-half (48%) of all households rated their chances of purchasing a clock over the next 12 months as "maybe" or better. More than 1 out of 5 said they would "probably" or "definitely" make the purchase.

That response could have been predicted by the way time has been flying out of stores—usually in the form of inexpensive, plastic-cased wall clocks now carried even by supermarkets.

But here is an unexpected finding: a solid majority of consumers (61.5%) plan to buy clocks cased in wood.

The fashion tide may be turning. Not long ago, an exec at Sunbeam's clock division observed that the traditional wooden schoolhouse clock—once the only readily available wall model—had been "promoted to death" some years back.

It could be poised for a revival. Only one-quarter of the sample polled expressed a preference for plastic cases, while slightly less than 11% wanted metal. Another 3% had no opinion. Wood ranked supreme.

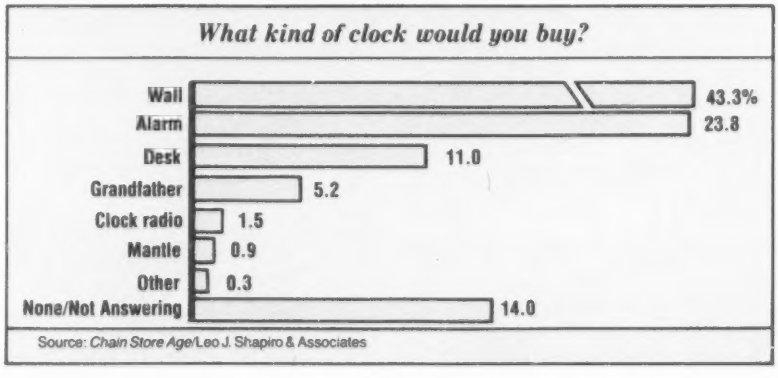
The inclination toward wood was most marked among consumers who plan to buy a wall clock. A wall model interested 43% of the sample, compared with the 21% expecting to purchase an alarm clock. A desk model will be sought by 11%, while 5.2% want a grandfather clock.

More than three-quarters of households shopping for a wall clock prefer a wood case. Plastic appealed most to those searching for an alarm product, earning 49% of the votes from that group.

When asked about color preferences for the clock case, consumers again mentioned wood, this time as a color. Brown led the list, mentioned by 28.1% of the households surveyed, but wood took second place with 11.4% of the nods, and walnut made a significant showing with 9%.

Color votes were widely spread,

***The trend appears** to be shifting away from bright-colored plastic cases.*

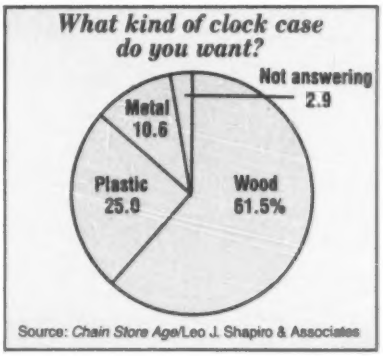


with only white (7.5%) and black (5.3%) landing anywhere near brown's top slot. The market for hot colors appears to be not so hot. Red and blue each scored approximately 2%, trailing walnut (9%) and woodgrain (3.6%).

Even the plastic-inclined alarm clock shoppers were most likely to choose white and black over a bright color.

Consumers may want the fun to be on the clock face, instead of the case. More than one-third said they would like the face to be something other than white, with this preference most pronounced among wall clock shoppers. Approximately 13% of all consumers spurning white would prefer a picture or design on the face, while a broad array of face colors was cited by the remainder.

Despite the wood/brown proclivity, a significant part of the market is open to novelty products. Respondents were asked whether they had seen clocks made to look like crayon boxes, cannons or Coca-Cola bottles. More than 4 out of 5 said they were familiar with the concept. Of


What kind of clock case do you want?
Not answering 2.9
Metal 10.6
Plastic 25.0
Wood 61.5%
Source: Chain Store Age/Leo J. Shapiro & Associates

that portion, 18% were somewhat or very interested in buying such an item.

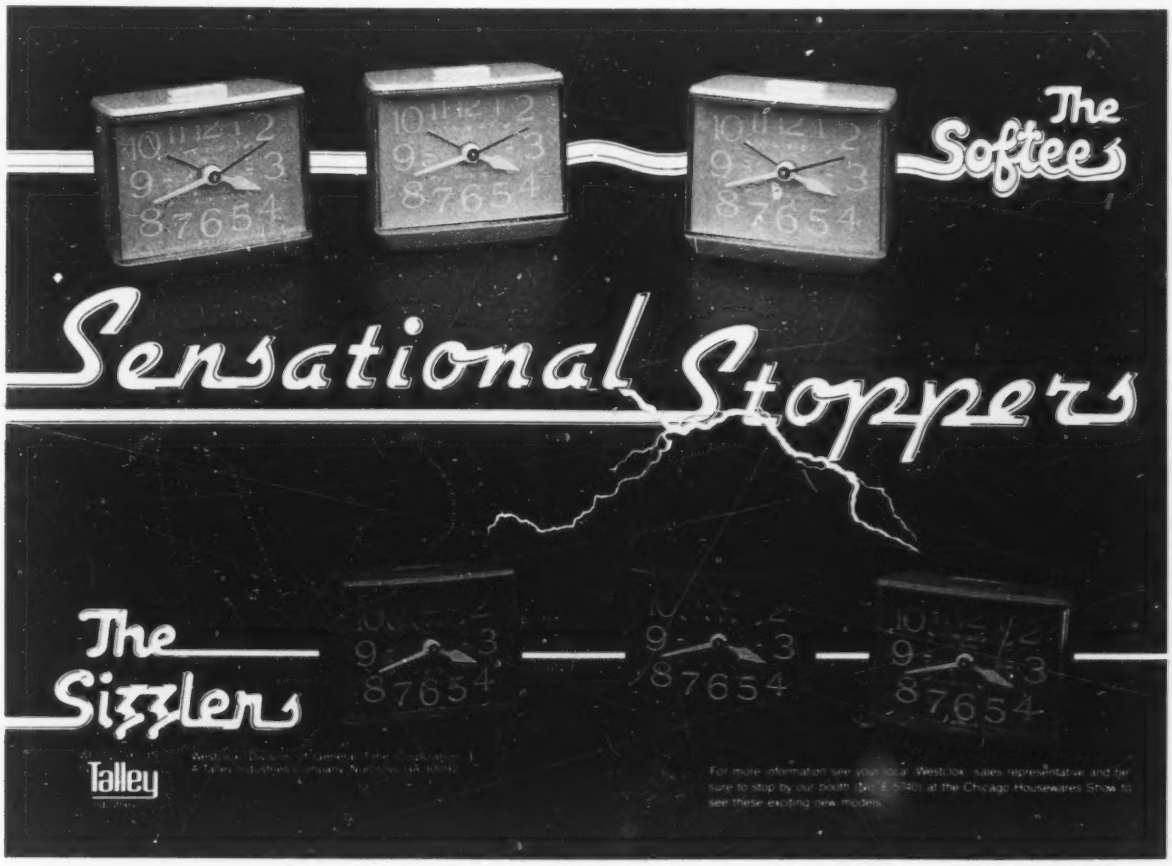
But when clocks look like clocks, most shoppers want them to tell time efficiently. Two-thirds of the sample said this would be the main purpose of the clock they purchase, with only one-quarter citing decorative value as the clock's principal use. About 7% said the clock would be purchased both for time-telling and decorative features.

Clocks are most likely to land in the bedroom (33%) or the living room (29%). The kitchen and den/family room earned 14.4% and 12% of the mentions respectively.

Nearly one-third of consumers rated a second hand as "definitely" necessary, while 67% said it is "not a must." About 2% had no opinion. A strong majority (87.1%) want the hours marked in numbers. Arabic numerals were preferred by nearly three-fifths of this group, while one-fifth like Roman numbers. The remainder had no preference.

Nearly one-fifth of the sample said they expect to spend under $20 for a clock, with an almost equal portion citing $30 to $39.99. Most prices mentioned were under $40, although 32% of the sample named prices between $30 and $59.99.

Consumers were most likely to name discounters or catalog showrooms as places where they intended to purchase a clock. Nearly one-quarter of the shoppers plan to head for discount stores, while 14.2% expect to shop the showrooms. Department stores were the choice of 12.8%, and the Big Three came to mind for a mere 8.2%. □



NATURAL MATERIALS FUEL INTEREST IN

BED COVERS

Down comforters and cotton thermal blankets excite buying intention, signaling a return to tradition. Electric blankets need warming up.

***More households want** cotton thermal blankets than heavier types.*

Chain Store Age MarkeTrends research went undercover with consumers and found most wishing to snuggle beneath cotton thermal blankets and down comforters.

Those products topped consumers' wish lists. But questions about whether shoppers actually planned to buy these products during the coming year reveal that the blanket/comforter market could use some firming up.

Only 4.7% of the sample had definite plans to buy a nonelectric blanket of any material. Another 9% said they probably would, while 22% rated the chances as "maybe."

Buying intentions for comforters (filled with either polyester or down) are also irresolute. Definitely in the next-year market are 3.5% of households, while nearly 8% say they will probably make the purchase. Slightly less than 21% voiced a "maybe."

The survey also showed that electric blankets turn many consumers off. "Once burned, twice shy," seems to be the reaction to this category. A good chunk (41%) of the sample surveyed had owned an electric blanket at one time. But slightly more than half said they no longer use it.

What is more, 96% of the lapsed electric blanket owners have no intention of buying the item during the next 12 months. These experienced users are even more negative than the sample as a whole, only 5% of whom are interested in a next-year purchase of an electric blanket.

Nonelectric blankets. *CSA* MarkeTrends research made a discovery that would have been unthinkable during the energy crunch of the last decade: more households want cotton thermal blankets than heavier types.

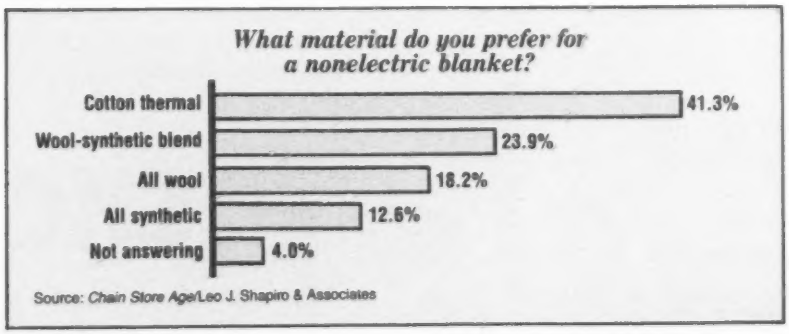
The relatively new cotton product earned 41.3% of the votes. By comparison, blankets made of a wool-synthetic blend were the choice of 23.9% of the sample, and all-synthetics won 12.6% of the mentions.

The all-wool blanket, a higher-end product, evoked interest from slightly more than 18%. Citing no fabric preference were 4%.

More than 7 out of 10 households want their blanket in a solid color, with blue chosen by 42% of that group. Patterns registered a particularly high preference with consumers who want 100% wool or wool-synthetic blankets.

In many consumers' minds, stripes are synonymous with heavy blankets. That is probably why Hudson Bay, a traditional striped pattern, was named as a brand preference in the survey.

The largest portion of consumers (42%) will be shopping for a full-



sized blanket. Queen is the size sought by 29.4%, while king-size attracts interest from slightly less than 17%. Twin size was cited by 11.6% of respondents.

Size choices seem to vary with fabric selection. Consumers looking for an all-synthetic blanket show a higher-than-average inclination toward twin size. About one-fifth of 100%-synthetic purchases are likely to be twins, perhaps for use in children's bedrooms.

All-wool blankets show a strong likelihood of being selected in full or queen size. Those two sizes should account for about 75% of the 100%-wool business, according to the survey.

Vinyl storage cases have become the standard package for electric blankets. However, shoppers do not seem to care for them when it comes to nonelectric products. Two-thirds of those polled said they did not want their blanket to have a vinyl case.

Even shoppers in the market for 100% wool blankets—which, presumably, will be stowed away for part of the year—prefer not to have the cases.

Among the minority wanting the vinyl storage case, half would not pay extra for it. Those findings may quash the hopes of vendors and merchants considering seeking higher margins through fancy packaging.

Overall, Cannon scored highest on the list of preferred brands. The big gun of textiles garnered 1 out of 6 votes from cotton-thermal shoppers and nearly 12% of mentions from the entire sample. St. Mary's and store brands (notably, Sears and Ward) tied for second place. With slightly less than 3% of the votes each, they were overshadowed by Cannon.

A whopping 76.6% of consumers had no answer to the brand question, indicating that no blanket maker is a household word.

The median price consumers expect to pay for a blanket is $25, with those shopping for all-wool prepared to spend about twice that amount.

Slightly more than 3 out of 5 households intending to buy cotton thermals plan to spend under $20. With discounters firmly entrenched in this business, it is likely they will find the price they want.

Nearly one-quarter of the cotton crowd think of discount stores as the place to buy their desired product.

How much would you expect to pay for an electric blanket?	
$20-$29.99	3.8%
$30-$39.99	16.1
$40-$49.99	10.6
$50-$59.99	25.3
$60-$89.99	11.0
$90 and up	23.6
Not answering	9.6
Median	$50

Source: *Chain Store Age*/Leo J. Shapiro & Associates

***Many consumers** who once owned an electric blanket are wary of the product.*

By contrast, consumers seeking all-wool have a 30% probability of heading for department stores. Shoppers looking for fabric blends spread their votes widely among many trade classes.

On the whole, Sears and Penney often come to mind as places to shop for nonelectric blankets. Each earned more than 13% of the mentions.

Comforters. A scant majority (54.5%) of shoppers want their comfort from down. Slightly less than 40% said they would shop for poly-filled comforters, while nearly 6% had no preference.

Consumers are realistic about prices in this category. The 31% aiming for a 100%-down filling name $100 as the median amount they expect to spend.

Another one-third of the down comforter market is willing to settle for a down-and-feather combination fill. For them, the median anticipated price is $78.

A minority of households, 39.8%, prefer poly-filled comforters. They expect a median price of $45.

Some vendors and retailers are trying to stake out a market in comforters that are decked with lace, ruffles or embroidery. Taking their cue from embellished towels, these new products are expected to yield higher-margin sales.

The survey found nearly one-third of the sample intrigued by the idea, with lace proving most appealing of embellishment options.

Interestingly, even shoppers looking for down comforters say they would be interested in either embellishments or a pattern.

Currently, a down comforter in anything but a solid is a rare bird. Duvet covers are the fashion solution offered by an increasing number of resources and merchants.

Electric blankets. As mentioned above, slightly more than one-half of all former electric blanket users omit the product from their coming-year shopping lists.

Reasons such as, "It burned me," or "I am afraid of them," were offered as explanation for discontinuance of the blanket's use.

But some experienced users are positive about the product. Among households still using their old electric blankets, nearly 12% plan to buy another in the next 12 months.

Asked what features they would want, two-thirds of the sample voiced a preference for dual controls. Nearly 15% did not want dual controls, and 16.4% had no answer to this question.

Electric blankets have nearly a 49% likelihood of being purchased in queen size, with full coming in second (34%). Median amount consumers anticipate spending is $50, and more than three-quarters had no answer when asked to name a preferred brand. □

Another month of modest gains

While much of the retailing universe spent the month of September watching changing ownership in a big boy's game of musical chairs, those left watching the store experienced still another month of modest sales gains. The 16 retail companies tracked by *Chain Store Age* recorded a combined sales gain of 9.6% in September. For the eight month fiscal year, volume is ahead 9.8% over 1985's totals.

The merger of May Department Stores and Associated Dry Goods took effect on the last day of the September reporting period, and the company released combined sales results for the first time. The now consolidated companies recorded sales of $947.9 million in the month, lagging behind only Sears, K mart and J. C. Penney.

With May now breaking out sales results for both Venture and its newly acquired Caldor discount stores, the depth of the Northeast upscale discounter's problems this year are revealed in more exact detail than before. On a comparable-store basis, Caldor volume increased only 2.1% for the month, and are up a meager 1.2% for the first eight months of the fiscal year.

For comparison, Bradlees, Caldor's most direct upscale discount competitor, announced same-store results gaining 5% in September and ahead 8% for the 35-week fiscal year. May's Venture discount division posted comparable-store figures increasing 4.2% for the month and 7.3% on the year.

At Sears, the nation's largest retailer, a same-store uptick of 1.1% lagged behind its 2.2% year-to-date comparable-store results for the U.S. Merchandising Group. During the September reporting period, however, all Sears stores were closed for seven hours while it conducted physical inventory, negatively impacting the month's results. In previous years, Sears had closed for inventory in January.

J. C. Penney reported same-store results up 6.2% in September, outpacing the cataloger's 6.1% year-to-date performance. Good results were reported for housewares, decorative furniture and accessories and home electronics.

At Montgomery Ward, meanwhile, sales dipped 3.3% in September, giving the struggling retailer the unhappy distinction of being the only major chain tracked by *Chain Store Age* to post monthly and year-to-date sales declines. Ward attributed its lackluster sales performance to the discontinuation of a number of unprofitable sales lines. Among the company's five major groups of merchandise, however, only two—electron... and home goods—posted gains.

For the third month in a row, Dayton Hudson reported sales increases exceeding its year-to-date pace. The company's department store divisions continued to turn in the highest comparable-store results, increasing 9% in September. Same-store results for Mervyn's gained 7%, at Target 5%, and for the specialty merchandisers, which include B. Dalton booksellers, up 4%.

Best selling apparel at Dayton Hudson in September included fleecewear, denim jeans, skirts and jackets in gray and black, and toys, especially Pound Puppies, skoot skates and slumber tents. Popular accessories included sterling silver jewelry.

September sales gain 9.6%

Major chains	% change	September sales* 1986	September sales* 1985	Stores 1986	Stores 1985	8-mo. sales* 1986	8-mo. sales* 1985	% change
Sears[1,2]	+ 1.1	$ 2,356,002	$ 2,329,825	801	795	$16,534,492	$16,163,242	+ 2.3
Penney[2]	+ 5.7	1,136,000	1,075,000	1,876	1,978	7,874,000	7,425,000	+ 6.0
Ward[1,3]	− 3.3	380,200	393,100	292	316	2,590,400	2,592,400	− 0.1
Dayton Hudson	+ 12.8	817,800	724,900	1,233	1,181	5,620,000	5,060,000	+ 11.1
Federated[4]	+ 4.3	750,700	720,000	494	479	5,062,100	4,849,500	+ 4.4
May Dept. Stores	+ 5.2	947,900	862,100	2,664	2,333	6,169,300	5,621,400	+ 5.3
Allied Stores	+ 10.9	431,900	389,400	N/A	633	2,652,200	2,452,600	+ 8.1
Carter Hawley Hale	+ 8.7	372,500	342,700	306	284	2,413,900	2,287,700	+ 5.5
Mercantile	+ 5.1	182,920	174,117	82	80	1,209,897	1,124,374	+ 7.6
K mart[5]	+ 7.9	2,061,100	1,909,900	2,137	2,176	14,449,600	13,545,800	+ 7.0
Wal-Mart	+ 42.1	888,000	625,000	988	826	7,030,000	4,950,000	+ 42.0
Zayre	+ 32.9	487,031	368,953	1,053	938	3,202,095	2,416,620	+ 32.5
Bradlees	+ 11.9	160,000	143,000	157	155	1,075,000	887,000	+ 21.2
Tandy	+ 18.5	258,114	217,807	N/A	N/A	2,022,441	1,759,919	+ 14.9
Circuit City	+ 66.5	75,400	45,300	78	96	547,600	355,800	+ 53.9
Federated Group	+ 16.4	36,300	31,200	62	49	251,500	202,900	+ 24.0
Totals & Averages	+ 9.6	$11,341,867	$10,352,302	—	—	$78,704,525	$71,694,255	+ 9.8

*000 omitted. N.C. = no change. N/A = not available.
[1]Store number for full-line outlets only. [2]Domestic operations only. [3]Continuing operations only. [4]Excludes supermarket sales. [5]Store number for K mart stores only.

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